

## DIGITALIZATION OF SOCIAL TECHNOLOGIES IN IMPROVING THE EFFICIENCY OF THE SERVICE SECTOR

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#### Abstract

*Social technologies play an important role in improving the efficiency of the service sector. By analyzing and applying various social platforms, analytics and communication tools, companies and organizations can improve the quality of service, optimize customer experience management processes, and increase customer satisfaction. Using social technologies, it is possible to create more personalized services, improve customer interaction, increase the speed of responding to requests and feedback, which ultimately contributes to business growth and competitiveness in the market.*

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#### INTRODUCTION

Social technologies play an important role in the modern world, increasing the efficiency of the functioning of the service sector. With the development of digital tools and online platforms, the provision of services has become more accessible and convenient for both consumers and suppliers.

These technologies help to optimize processes, improve communication between the parties,

increase the speed of service delivery and improve the quality of service. In this context, the study and application of social technologies becomes a key factor for successful activities in the service sector, contributing to the growth of competitiveness and customer satisfaction.

Changes in the social and economic spheres have put Russia in front of the need to learn to live in new conditions. The institute of service plays an important role in ensuring a high level of human potential development, since it is in its space and with its direct participation that the most important characteristics of human existence are formed.

The service sector serves as a powerful factor in generating and realizing human needs at all levels, and their importance to the individual, combined with a social and humanistic orientation, makes services an effective means of socialization of the individual [1].

Development experience: most countries confirm that the underdevelopment of the service sector slows down the process of development of a modern person as an employee, personality, citizen and family man. High "savings" on services result in large losses in the material production itself, complicates the implementation of the human factor from the perspective of the "human capital" model.

These losses can be felt in a sharp drop in the general culture and spirituality of society; loss of working time due to illness, fatigue, discomfort, psychological tension, etc. All this has an effect on reducing the possibilities of realizing the creative, intellectual potential of a person as the main productive force of modern society. Many scientists, emphasizing the specifics of the institute of service in modern Russian society, consider the institute of service to be a fundamental sector of social production and the most important social subsystem of society and the state, based on a new vector of development based on the explicit priority of rational choice of the individual. The emergence and development of the civilizational approach led to the emergence of a new scientific paradigm - modernization (transformation) of society.

The current established civilizational approach is open to understanding change. Here there is an opportunity for subordination of the material and spiritual, inclusion in the analysis of the influence of the socio-cultural component on economic life. Many researchers rightly point out that the change in priorities of social development, the predominance of the personal component in the formation of the economic basis and social wealth, the increasing role and share of the immaterial, intellectual, creative, spiritual, its formation in the concept of a civilizational approach provide the basis for the development of the service sector [2].

It is advisable to consider the formation of the service sector and its penetration into various areas of society's life as a progressive and universal process of restructuring in the field of employment due to the increasing pace of development and improvement of its infrastructure, providing both services for all types of life activities of a particular person (services of an individual orientation), including services that are provided from society as a whole (education, culture, art, science, healthcare, etc.) [3].

## **ANALYSIS AND RESULTS**

Social technologies play a key role in the modern world, increasing the efficiency of the functioning of the service sector. They provide faster and more convenient interaction between service providers and consumers, improve the quality of service and help optimize processes. It is important to note several aspects that emphasize the importance of social technologies in this area:

1. Improved communication: Social technologies facilitate communication between customers and representatives of the service sector. They allow you to quickly respond to requests, provide information about products or services, and receive feedback from consumers.

2. Personalization of services: Thanks to social technologies, companies can adapt their services to the specific needs of customers. Analyzing data and behavioral patterns allows you to create personalized offers.

3. Process optimization: The use of social technologies helps to automate routine tasks, simplifying the processes of ordering, payment and delivery of services. This increases work efficiency and reduces costs.

4. Development of online platforms: The creation of online platforms for ordering services and consultations helps to increase the availability of services for customers. This is especially important in the context of remote work and remote maintenance.

5. Data analysis and forecasting: Using social technologies, companies can analyze data on consumer demand, predict market trends and adapt their strategies to changing conditions.

Thus, social technologies play an important role in improving the efficiency of the service sector, providing better customer service, optimizing processes and developing innovations in this area.

Important conditions for the development of the service sector are the training of highly qualified personnel, investment in the development of the socio-cultural sphere.

After all, investments in humans are the most effective, since they strengthen human potential — the most important factor of economic progress. If we group all countries according to the level of economic development, they will be located in direct dependence on the quality of human potential. Moreover, the pace of scientific and technological progress, the level of organization, culture and labor productivity are derived from human potential. Therefore, strategically, investments in a person have the highest return.

Social technologies play a huge role in this process - a set of sequential actions aimed at an object of social reality and aimed at transferring this object from one state to another, or preserving the state of this object. Anyone has knowledge and with the help of technology we can translate this knowledge into words, organize words into sentences, and sentences into related text.

It is very important that the language be formalized, since all people understand and perceive information in different ways, and it is necessary that the understanding be adequate. The social essence of a person contributes to the performance of activity, knowledge improves activity, and activity improves knowledge, knowledge is transformed into skill, skill into skills.

Thus, technology is a set of techniques and methods for obtaining processing or processing of raw materials, semi-finished products, products, it is a description of production processes in the form of implementation instructions, technological rules, requirements (maps, graphs). With the help of technology, not only raw materials are transformed, but also people are transformed (improved). In the 70-80's of the twentieth century. social technologies began to be considered as a set of knowledge about the ways and means of organizing social processes or a means of regulating the vital activity of a labor collective, optimizing relationships, improving an object, namely human behavior, correcting his consciousness. The peculiarity of social technologies is that their object is social processes in various modifications.

These are technologies of people's self-expression, self-realization of their intellectual qualities. Social technologies are closely related to mentality (way of thinking). Today, the most humanitarian technologists are the Japanese. The Japanese use a creative approach to recognizing staff skills, invest money in education, intelligence and use it effectively.

These technologies are based on managerial pedagogy, ethics, rhetoric, etc. Using social

technologies in practice requires deep knowledge and practical skills. Social technologies are a special kind of professional activity, since it is difficult to formalize humanitarian knowledge (accurately describe love, hate), i.e. translate into the language of formulas, symbols for better perception. The types of social technologies differ depending on which spheres of public life they are implemented in: the economic, political, social or spiritual sphere.

### CONCLUSIONS AND SUGGESTIONS

In the economic sphere, social technologies are aimed at solving social problems of work, such as assessing the efficiency and potential of each person, the intellectual development of his work (in order to work better and more profitably), and the development of managerial qualities of personnel. In the social sphere, social technologies are aimed at social justice (the measure of labor should correspond to the measure of consumption), work should be rewarded on merit. Social processes, if they are controlled, bring profit. Economic capital will increase significantly if we use the tools of social technologies. In the context of dynamic social changes in the world practice of management, an innovative method of mastering social space - its technologization - is increasingly being approved.

Social technologies act as an intellectual knowledge-intensive resource, the use of which allows not only to study and predict various social changes, but also to actively influence practical life, to obtain an effective predictable social result. Since the meaning of social technologies lies in their conscious application to social reality, the essence and purpose of any social technology is to optimize the management process, make it more technologically advanced, excluding those types of activities and operations that are not necessary to obtain a social result. Therefore, the use of technologies in the service sector is the main resource that allows reducing management costs and increasing the effectiveness of managerial influence [4].

Summarizing the above, we note that economic growth is, first of all, a positive dynamic in the system of economic relations, and, above all, in the social and labor sphere. The development of social technologies in this area is especially relevant for Russia, which is undergoing a revolutionary process of restructuring economic relations. Among domestic employers and entrepreneurs, it is certainly necessary to form a cultural need for the functioning of social technologies in relation to the employee.

Such technologies should include:

- a humanistic attitude towards the employee, which is guided by his selfish needs;
- when introducing technological processes into the production of services, mandatory priority creation of necessary working conditions for each employee;
- social control of the employee's life outside of production activities. There is no doubt that the one who gets the most is the one who produces a ready-made new product that best meets the individual needs of customers, who uses innovations in food processing technology and the production of services. The implementation of these innovative projects depends, in turn, on the depth of the introduction of social technologies into economic relations between employers and employees.

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